

Amendments to the Claims

Please amend the claims as follows:

1. – 2. (Previously cancelled)
3. (Previously presented) The apparatus of claim 27, wherein the product identifier is comprised of an industry standard product identifier (ISPID).
4. (Original) The apparatus of claim 3, wherein the industry standard product identifier is a multiple listing service (MLS) identifier.
5. (Original) The apparatus of claim 3, wherein the industry standard product identifier is a vehicle identification number (VIN) identifier.
6. (Original) The apparatus of claim 3, wherein the information server responds to requests for an information page comprised of the ISPID, whether the requested information page exists prior to the request or not.
7. (Currently cancelled)
8. (Previously cancelled)
9. (Currently cancelled)
10. (Currently amended) The apparatus of claim 927, wherein the information server further includes a report function which periodically, automatically compiles and generates a marketing report based, at least in part, on the ~~compiled marketing~~ statistics.

11. (Currently amended) The apparatus of claim ~~927~~, wherein the information server further includes a report function which on demand, automatically compiles and generates a marketing report based, at least in part, on the ~~compiled~~ statistics.

12. (Previously cancelled)

13. (Currently cancelled)

14. (Currently amended) The method of claim ~~4329~~, wherein the industry standard product identifier is a multiple listing service (MLS) identifier.

15-17 (Previously cancelled)

18. (Currently amended) The method of claim 29, wherein the ~~product~~ identifier includes a marketing code.

19. (Original) The method of claim 18, further comprising:
compiling and maintaining a history of received marketing codes; and
calculating statistical reports of the received marketing codes.

20. (Original) The method of claim 19, further comprising periodically, automatically compiling and generating a statistical report depicting marketing effectiveness based, at least in part, on the calculated statistical reports of the received marketing codes.

21-22 (Previously cancelled)

23. (Previously presented) The article of manufacture of claim 32, wherein the product identifier is comprised of an industry standard product identifier (ISPID).

24. (Previously cancelled)

25. (Currently cancelled)

26. (Currently amended) The article of manufacture of claim 2532, wherein the information server includes a report generation function which periodically and/or on demand automatically generates a report including the compiled statistical history.

27. (Currently amended) An apparatus for the provisioning of information pages comprising:

a storage device having stored therein a plurality of executable instructions that implements an information server, when contacted by a client device for receiving using a uniform resource locator (URL) comprising a server name of the information server immediately followed by a separator immediately followed by an pseudo resource identifier nominally identifying a resource of the information server in accordance with a URL standard, the information server interpreted interprets by the information server a first portion of the pseudo resource identifier as a product identifier identifying a product and a second portion of the pseudo resource identifier as a marketing code identifying one of a plurality of marketing sources including an internet marketing source and a non-internet marketing source, and in response, constructing constructs and issuing issues one or more queries including the product identifier to retrieve information corresponding to the identified product; and dynamically generating instructions to create the an associated information page for the identified product for provisioning to a the client device, and maintains statistics for the marketing codes; and

at least one processor coupled to the storage device to execute the stored executable instructions.

28. (Previously presented) The apparatus of claim 27 wherein the storage device has additional executable instructions that provision the created information page to the client.

29. (Currently amended) A method for provisioning information pages by an information server comprising:

receiving a message from a client device resulting from the client device resolving a uniform resource locator (URL) comprising that includes a server name of the information server immediately followed by a separator immediately followed by an identifier, interpreted by the information server as a product identifier identifying a product

determining that the identifier includes an industry standard product identifier identifying a product; and

constructing and issuing one or more queries including the industry standard product identifier to retrieve information corresponding to the identified product, and dynamically generating instructions to create the associated information page for the identified product for provisioning to a the client device.

30. (Previously presented) The method of claim 29 further comprising provisioning the created information page to the requesting client.

31. (Currently amended) An article of manufacture comprising:

a recordable medium having recorded thereon a plurality of machine executable instructions implementing an information server having a plurality of functions for provisioning resource information pages, the functions including a function such that when contacted by a client device to receive using a uniform resource locator (URL) comprising a server name of the information server immediately followed by a separator immediately followed by an a pseudo resource identifier nominally identifying a resource of the information server in accordance with a URL standard, the

information server is to interpreted by the information server as a first portion of the pseudo resource identifier as a product identifier identifying a product and a second portion of the pseudo resource identifier as a marketing code identifying one of a plurality of marketing sources including an internet marketing source and a non-internet marketing source, and, in response, to constructing and issuing issue one or more queries to retrieve information associated with the identified product, and to dynamically generate instructions to create the associated information page for the identified product for provisioning to a client, and to maintain statistics for the marketing codes.

32. (Previously presented) The article of manufacture of claim 31 further comprising a function to provision the created information page to the requesting client.

33. (Previously presented) The article of manufacture of claim 23 wherein the information server responds to requests comprised of an ISPID for an information page whether the requested information page exists prior to the request or not.

34. (Previously presented) The method of claim 29, wherein said constructing and issuing of the one or more queries further includes issuing the one or more queries to a local information resource and/or a remote information resource.

35. (Previously presented) The method of claim 29, wherein said constructing and issuing of the one or more queries further includes issuing a first query of the one or more queries to a local information resource, and, in the event that the local information resource does not include the requested information, issuing a second query of the one or more queries to a remote information resource.